

This listing of claims will replace all prior versions and listings of the claims in the application:

Listing of the Claims:

21 1. (Previously amended): A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;
generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;
serving the generated Web page to the Web client; and
appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

2. (Original): A method according to Claim 1 wherein the record of the request includes information that identifies the user.

3. (Original): A method according to Claim 1 wherein the step of generating the requested Web page comprises the steps of:
retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;
retrieving the content object; and
combining the content object and the layout template to produce the requested Web page.

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4. (Original): A method according to Claim 3 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

5. Cancelled.

6. (Original): A method according to Claim 1 further comprising the step of analyzing a plurality of stored user request records to determine Web content preferences of a user.

7. (Original): A method according to Claim 1 further comprising the step of appending the stored record of the user request with a time stamp for a subsequent user request for a Web page.

8. (Original): A method according to Claim 7 further comprising the step of determining a length of time the user views the generated Web page using time stamps within the stored record.

9. (Previously amended): A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising the steps of:

retrieving a layout template for the requested Web page,
wherein the layout template defines how content objects are displayed
within the requested Web page;

retrieving the first and second content objects; and

combining the first and second content objects and the layout
template to produce the requested Web page;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the first and
second unique identifiers associated with the first and second content objects
included within the generated Web page.

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10. (Original): A method according to Claim 8 wherein the record of the
request includes information that identifies the user.

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11. (Original): A method according to Claim 8 wherein the first and
second content objects are selected from the group consisting of text files, audio files,
video files, image files, and hyperlinks.

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12. (Original): A method according to Claim 8 further comprising the step
of analyzing a plurality of stored user request records to determine Web content
preferences of a user.

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13. (Previously amended): A method of collecting information about the
preferences of Web site visitors comprising the step of:

associating dynamically generated Web page content with a user who
requests a Web page from a Web server via a Web client in communication
with the Web server, comprising the following steps performed by the Web
server:

storing a record of the user request within a Web server log;

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generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;
serving the generated Web page to the Web client; and
appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

14. Cancelled.

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15. (Original): A method according to Claim 12 wherein the record of the request includes information that identifies the user.

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16. (Original): A method according to Claim 12 wherein the step of generating the requested Web page comprises the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;
retrieving the content object; and
combining the content object and the layout template to produce the requested Web page.

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17. (Original): A method according to Claim 14 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

18. Cancelled.

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19. (Original): A method according to Claim 13 further comprising the step of analyzing a plurality of stored user request records to determine Web content preferences of a user.

20. (Previously amended): A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

- means for storing a record of the user request within a Web server log;
- means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;
- means for serving the generated Web page to the Web client; and
- means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

21. (Original): A system according to Claim 20 wherein the record of the request includes information that identifies the user.

22. (Original): A system according to Claim 20 wherein the means for generating the requested Web page comprises:

- means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;
- means for retrieving the content object; and
- means for combining the content object and the layout template to produce the requested Web page.

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23. (Original): A system according to Claim ¹⁹~~22~~ wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

24. Cancelled.

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25. (Original): A system according to Claim ¹⁷~~20~~ further comprising means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

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26. (Original): A system according to Claim ¹⁷~~20~~ further comprising means for appending the stored record of the user request with a time stamp for a subsequent user request for a Web page.

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27. (Original): A system according to Claim ²⁷~~26~~ further comprising means for determining a length of time the user views the generated Web page using time stamps within the stored record.

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28. (Previously amended): A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

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means for retrieving the first and second content objects; and
means for combining the first and second content objects and
the layout template to produce the requested Web page;
means for serving the generated Web page to the Web client; and
means for appending the stored record of the user request with the first
and second unique identifiers associated with the first and second content
objects included within the generated Web page.

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29. (Original): A system according to Claim 28 wherein the record of the
request includes information that identifies the user.

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30. (Original): A system according to Claim 28 wherein the first and
second content objects are selected from the group consisting of text files, audio files,
video files, image files, and hyperlinks.

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31. (Original): A system according to Claim 28 further comprising means
for analyzing a plurality of stored user request records to determine Web content
preferences of a user.

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32. (Previously amended): A system for collecting information about the
preferences of Web site visitors comprising:

means for associating dynamically generated Web page content with a
user who requests a Web page from a Web server via a Web client in
communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;
means for generating the requested Web page, wherein the generated
Web page includes a content object having a unique identifier associated
therewith, wherein the unique identifier is generated via a hashing function;
means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

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Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

21
cont
34
40. (Original): A computer program product according to Claim 39 wherein the record of the request includes information that identifies the user.

35
41. (Original): A computer program product according to Claim 39 wherein the computer readable program code means for generating the requested Web page comprises:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the content object; and

computer readable program code means for combining the content object and the layout template to produce the requested Web page.

3

³⁶
~~42.~~ (Original): A computer program product according to Claim ³⁵~~41~~

wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

²¹
~~43.~~ Cancelled.

³⁷
~~44.~~ (Original): A computer program product according to Claim ³³~~39~~ further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

³⁸
~~45.~~ (Original): A computer program product according to Claim ³³~~39~~ further comprising computer readable program code means for appending the stored record of the user request with a time stamp for a subsequent user request for a Web page.

³⁹
~~46.~~ (Original): A computer program product according to Claim ³⁸~~45~~ further comprising computer readable program code means for determining a length of time the user views the generated Web page using time stamps within the stored record.

⁴⁰
~~47.~~ (Previously amended): A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated

therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the first and second content objects; and

computer readable program code means for combining the first and second content objects and the layout template to produce the requested Web page;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique first and second identifiers associated with the first and second content objects included within the generated Web page.

41
48. (Original): A computer program product according to Claim 47

wherein the record of the request includes information that identifies the user.

42
49. (Original): A computer program product according to Claim 47

wherein the first and second content objects are selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

43
50. (Original): A computer program product according to Claim 47 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

21
cont
46
51. (Previously amended): A computer program product for collecting information about the preferences of Web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

52. Cancelled.

45
53. (Original): A computer program product according to Claim 51 wherein the record of the request includes information that identifies the user.

46
54. (Original): A computer program product according to Claim 51 wherein the computer readable program code means for generating the requested Web page comprises:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the content object; and

computer readable program code means for combining the content object and the layout template to produce the requested Web page.

21
Don't

⁴¹55. (Original): A computer program product according to Claim ⁴⁰54 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

56. Cancelled.

⁴⁸57. (Original): A computer program product according to Claim ⁴⁴51 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.
